

## CLAIMS

1. A method for using a reception terminal device, comprising:

storing object image information for object images to be displayed on a screen according to a stream, and display timing information at which said object images are to be displayed, in a mutually corresponding fashion;

when an object image is displayed on the screen on a basis of said stream being received, and when a first command is received from a user, acquiring command timing information at the time that the first command is received on a basis of prescribed timing management information, ;

identifying said displayed object image based on said acquired command timing information and said stored display timing information; and

displaying object image information for said identified object image on said screen when a second command has been received from the user.

2. A method according to claim 1, wherein said timing management information indicates a relative position from a prescribed position on the time axis of said stream.

3. A method according to claim 1 or 2, wherein said reception terminal device displays a prescribed mark on said screen, when said displayed object image has been identified.

4. A method according to any one of cases 1 to 3, wherein said reception terminal device displays an input screen for inputting order details for ordering said identified object image.

5. A method according to claim 4, wherein said reception terminal device issues order details for input to said input screen, via a communications line.

6. A method according to any one of claims 1 to 5, wherein said reception terminal device displays said identified plurality of object images respectively in a list on said screen, in cases where a plurality of said displayed object images have been identified.

7. A method according to any one of claims 1 to 6, wherein said reception terminal device deletes said stored object image information in accordance with control data for deleting said object image information.

8. A method for using a reception terminal device comprising:

storing object images to be displayed on a screen on the basis of a video and/or audio broadcasting stream which is contained in a

transmission stream, and display timing information at which said object images are to be displayed, in a mutually corresponding fashion;

when an object image is displayed on the screen on the basis of said video broadcasting stream contained in said received transmission stream, and when a first command is received from a user, acquiring command timing information for the time at which said first command is received on a basis of timing management information contained in said transmission stream;

identifying said displayed object image based on said acquired command timing information and said stored display timing information;

after the object image has been identified, extracting object image information for said identified object image from the data broadcasting stream which is contained in the received transmission stream; and

displaying said extracted object image information on said screen, if a second command is received from the user.

9. A method according to claim 8, in cases where said object image information is transmitted in a repeated fashion at prescribed intervals by said data broadcasting stream, wherein said reception terminal device extracts object image information for said

identified object image from the object image information group, transmitted in repeated fashion at prescribed intervals by said data broadcasting stream.

10. A reception terminal device comprising:

receiving means for receiving a transmission stream;

storing means for storing object image information for object images which are to be displayed on a screen on the basis of said transmission stream, and display timing information at which said object images are to be displayed, in a mutually corresponding fashion;

timing information acquiring means for acquiring command timing information for the time that said first command was received on the basis of timing management information, when object images are displayed on the screen on the basis of timing management information and a first independent stream contained in said received transmission stream, and when a first command according to operations by the user has been received;

identifying means for identifying a displayed object image on the basis of said command timing information acquired by said timing information acquiring means and the display timing information stored in said storing means; and

display control means for displaying, on said screen, object image information for the object image identified by said identifying means, when a second command from the user has been received.

11. A television device comprising:

receiving means for receiving a transmission stream;

generating means for generating video signals by encoding a first independent stream contained in the transmission stream received by said receiving means;

first display control means for displaying video images based on said video signals generated by said generating means, on a screen, in accordance with timing management information contained in the transmission stream received by said receiving means;

storing means for storing object image information for object images in the video images to be displayed on said screen, and display timing information at which said object images are to be displayed, in a mutually corresponding fashion;

first operation receiving means for receiving a first command according to operations performed by the user;

timing information acquiring means for acquiring command timing information for the time at which said first command is received by said first

operating receiving means, on the basis of said timing management information;

identifying means for identifying a displayed object image on the basis of said command timing information acquired by said timing information acquiring means and the display timing information stored in said storing means;

second operation receiving means for receiving a second command from the user; and

second display control means for displaying object image information for the object image identified by said identifying means, in accordance with a second command received by said second operating receiving means.

12. A method for using a reception terminal device, comprising:

storing object image information for object images to be displayed on a screen on the basis of a stream, display timing information at which said object images are to be displayed, and screen position information at which said object images are to be displayed, in a mutually corresponding fashion;

displaying an object image on the screen according to said stream being received;

acquiring positional information on the basis of a position command operation performed by the user

and command timing information for the time at which said first command has been received on a basis of prescribed timing management information, when a first command has been received by the user;

identifying said displayed object image on a basis of said acquired command timing information, said positional information, and said stored display timing information; and

identifying object image information for said identified object image on said screen when a second command is received from the user.

13. A control method for a reception terminal device, comprising:

object image information for object images which are to be displayed on a screen on the basis of a stream, and display timing information at which said object images are to be displayed, storing in a mutually corresponding fashion;

acquiring command timing information for the time at which said first command has been received, on the basis of prescribed timing management information, when an object image is displayed on the screen on the basis of said stream being received, and when a first command is received from a user;

identifying said displayed object image on the basis of said acquired command timing information and said stored display timing information; and

displaying object image information for said identified object image on said screen when a second command is received from the user.

14. A control method for a reception terminal device, comprising:

storing object images to be displayed on a screen on a basis of a video broadcasting stream contained in a transmission stream, and display timing information at which said object images are to be displayed, in a mutually corresponding fashion;

when an object image is displayed on the screen on the basis of said video image broadcasting stream contained in said transmission stream having been received, and when a first command is received from a user, acquiring command timing information for the time at which said first command is received on the basis of timing management information contained in said transmission stream;

identifying said displayed object image on a basis of said acquired command timing information and said stored display timing information;

after the object image has been identified, extracting object image information for said identified



object image from the data broadcasting stream  
contained in the received transmission stream; and

displaying said extracted object image  
information on said screen, if a second command is  
received by the user.

15. A storage medium for storing a program for  
realising prescribed functions in a reception terminal  
device, comprising:

means for causing a transmission stream to be  
received;

means for causing object image information for  
object images which are to be displayed on a screen on  
the basis of said transmission stream, and display  
timing information at which said object images are to  
be displayed, to be stored in a mutually corresponding  
fashion;

means for causing command timing information  
for the time that said first command has been received  
to be acquired on a basis of timing management  
information, when object images are displayed on the  
screen on the basis of timing management information  
and a first independent stream contained in said  
received transmission stream, and when a first command,  
according to operations by the user, has been received;

means for causing a displayed object image to  
be identified on the basis of said command timing

information acquired by said timing information acquiring means and the display timing information stored in said storing means; and

means for causing object image information for the object image identified by said identifying means to be displayed on said screen, when a second command from the user has been received.

16. A storage medium for storing data, characterised in that said data is composed of data for an object image to be displayed on a screen on the basis of a stream, display timing data on which said object image is to be displayed, and an object image information file relating to said object image, stored in a mutually corresponding fashion;

said object image data is identified on the basis of said display timing data and the command timing data acquired when an object image is displayed on the screen on the basis of said stream and when a first command is received from a user, then; and

when a second command is received from the user, said object image information file is read out by means of a pointer which corresponds to said identified object image data.

## ABSTRACT

The present invention is a reception terminal device which identifies a product projected on a screen during programme broadcasting and displays product information for that product at a desired time after programme broadcasting has terminated. This reception terminal device is constructed such that object image information for object images which are to be displayed on a screen on the basis of a stream, and display timing information at which said object images are to be displayed, are stored in a mutually corresponding fashion; an object image is displayed on the screen on the basis of said stream being received, and if a first command is received from a user, then command timing information at the time that said first command was received is acquired; said displayed object image is identified on the basis of the command timing information and the previously stored display timing information; and object image information for said identified object image is displayed on said screen when a second command is received from the user.

AMENDED CLAIMS

[Accepted by International Secretariat 14<sup>th</sup> April 2000:  
Initial claims 1 to 16 of this application replaced by  
new claims 1 to 25. (6 pages in original language)]

1. (Amended) A method for using a reception  
terminal device, comprising:

storing object image information for object  
images to be displayed on a screen according to a  
stream, and display timing information at which said  
object images are to be displayed, in a mutually  
corresponding fashion;

when an object image is displayed on the screen  
on a basis of said transmission stream being received,  
and when a first command is received from a user,  
acquiring command timing information at the time that  
said first command is received on a basis of prescribed  
timing management information which is contained in  
said transmission stream; and

identifying said displayed object image based  
on said acquired command timing information and said  
stored display timing information.

2. (appended) The method according to claim 1  
includes displaying object image information for said

identified object image on said screen when a second command has been received from the user.

3. (Amended) The method according to claim 1 or 2, wherein said timing management information indicates a relative position from a prescribed position on the time axis of said transmission stream.

4. (Amended) The method according to any one of claim 1 to 3, wherein said reception terminal device displays a prescribed mark on said screen, when said displayed object image has been identified.

5. (Amended) The method according to any one of cases 1 to 4, wherein said reception terminal device displays an input screen for inputting order details for ordering said identified object image.

6. (Amended) The method according to claim 5, wherein said reception terminal device issues order details input to said input screen, via a communications line.

7. (Amended) The method according to any one of claims 1 to 6, wherein said reception terminal device displays said identified plurality of object images respectively in a list on said screen, in cases where a plurality of said displayed object images have been identified.

8. (Amended) The method according to any one of claims 1 to 7, wherein said reception terminal device

deletes said stored object image information in accordance with control data for deleting said object image information.

9. (Amended) A method for using a reception terminal device comprising:

storing object images to be displayed on a screen on the basis of a video and/or audio broadcasting stream which is contained in a transmission stream being received, and display timing information at which said object images are to be displayed, in a mutually corresponding fashion;

when an object image is displayed on the screen on the basis of said video broadcasting stream contained in said received transmission stream, and when a first command is received from a user, acquiring command timing information for the time at which said first command is received on a basis of timing management information contained in said transmission stream;

identifying said displayed object image based on said acquired command timing information and said stored display timing information; and

after the object image has been identified, extracting object image information for said identified object image from the data broadcasting stream which is contained in the received transmission stream.

10. (Appended) The method according to claim 9 includes displaying said extracted object image information on said screen, if a second command is received from the user.

11. (Amended) The method according to claim 9 or 10, in cases where said object image information is transmitted in a repeated fashion at prescribed intervals by said data broadcasting stream, wherein said reception terminal device extracts object image information for said identified object image from the object image information group transmitted in repeated fashion at prescribed intervals by said data broadcasting stream.

12. (Amended) A reception terminal device comprising:

receiving means for receiving a transmission stream;

storing means for storing object image information for object images to be displayed on a screen according to said transmission stream, and display timing information at which said object images are to be displayed, in a mutually corresponding fashion;

timing information acquiring means for acquiring command timing information for the time that said first command is received on a basis of timing

management information, when an object images are displayed on the screen on a basis of timing management information and a first independent stream contained in said received transmission stream, and when a first command according to operations by a user has been received; and

identifying means for identifying a displayed object image on the basis of said command timing information acquired by said timing information acquiring means and the display timing information stored in said storing means.

13. (Appended) The method according to claim 12, wherein said reception terminal device comprises display control means for displaying, on said screen, object image information for the object image identified by said identifying means, when a second command from the user has been received.

14. (Amended) A television device comprising:

receiving means for receiving a transmission stream;

generating means for generating video signals by encoding a first independent stream contained in the transmission stream received by said receiving means;

first display control means for displaying video based on said video signals generated by said generating means, on a screen, in accordance with



timing management information contained in the  
transmission stream received by said receiving means;

storing means for storing object image  
information for object images in the video to be  
displayed on said screen, and display timing  
information at which said object images are to be  
displayed, in a mutually corresponding fashion;

first operation receiving means for receiving a  
first command according to operations performed by a  
user;

timing information acquiring means for  
acquiring command timing information for the time at  
which said first command is received by said first  
operating receiving means, on the basis of said timing  
management information; and

identifying means for identifying a displayed  
object image on the basis of said command timing  
information acquired by said timing information  
acquiring means and the display timing information  
stored in said storing means.

15. (Appended) The television device according to  
claim 14 further comprising:

second operation receiving means for receiving  
a second command from the user; and

second display control means for displaying  
object image information for the object image

identified by said identifying means, in accordance with a second command received by said second operating receiving means.

16. (Amended) A method for using a reception terminal device comprising:

storing object image information for object images to be displayed on a screen according to a transmission stream, display timing information at which said object images are to be displayed, and screen position information at which said object images are to be displayed, in a mutually corresponding fashion;

when positional information is acquired according to a position command operation performed by the user and when a first command has been received from the user, after an object image is displayed on the screen on the basis of the received transmission stream, acquiring command timing information for the time at which said first command has been received, on the basis of prescribed timing management information contained in said received transmission stream; and

identifying said displayed object image on the basis of said acquired command timing information, said positional information, and said stored display timing information.

17. (Appended) The method according to claim 16, wherein said reception terminal device displays object image information for said identified object image on said screen when a second command is received from the user.

18. (Amended) A control method for a reception terminal device comprising:

storing object image information for object images to be displayed on a screen on a basis of a transmission stream, and display timing information at which said object images are to be displayed, in a mutually corresponding fashion;

when an object image is displayed on the screen on the basis of the received transmission stream, and when a first command is received from a user, acquiring command timing information for the time at which said first command is received on the basis of prescribed timing management information contained in said received transmission stream; and

identifying said displayed object image on the basis of said acquired command timing information and said stored display timing information.

19. (Appended) The control method for a reception terminal device according to claim 18, further comprises displaying object image information for said

identified object image on said screen when a second command is received from the user.

20. (Amended) A control method for a reception terminal device, comprising:

storing object images to be displayed on a screen on a basis of a video broadcasting stream contained in a transmission stream, and display timing information at which said object images are to be displayed, in a mutually corresponding fashion;

when an object image is displayed on the screen on the basis of said video image broadcasting stream contained in said transmission stream having been received, and when a first command is received from a user, acquiring command timing information for the time at which said first command was received on the basis of timing management information contained in said transmission stream;

identifying said displayed object image on the basis of said acquired command timing information and said stored display timing information; and

after the object image has been identified, extracting object image information for said identified object image from the data broadcasting stream contained in the received transmission stream.

21. (Appended) The control method according to claim 20, comprising:

storing said extracted object image  
information; and

displaying said extracted object image  
information on said screen, if a second command is  
received from the user.

22. (Amended) A storage medium for storing a  
program for realising prescribed functions in a  
reception terminal device, comprising:

means for causing a transmission stream to be  
received;

means for causing object image information for  
object images to be displayed on a screen according to  
said transmission stream, and display timing  
information at which said object images are to be  
displayed, to be stored in a mutually corresponding  
fashion;

means for causing command timing information  
for the time that said first command was received to be  
acquired on the basis of timing management information,  
when object images are displayed on the screen on the  
basis of timing management information and a first  
independent stream contained in said received  
transmission stream, and when a first command according  
to operations by the user has been received; and

means for causing a displayed object image to  
be identified on the basis of said command timing

information acquired by said timing information acquiring means and the display timing information stored in said storing means.

23. (Appended) A storage medium for storing a program according to claim 22, said program further comprises: means for causing object image information for the object image identified by said identifying means to be displayed on said screen, when a second command from the user has been received.

24. (Amended) A storage medium for storing data, said data is composed of data for an object image to be displayed on a screen on the basis of a stream, display timing data at which said object image is to be displayed, and an object image information file relating to said object image, stored in a mutually corresponding fashion; and

said object image data is identified on the basis of said display timing data and the command timing data acquired when an object image is displayed on the screen on the basis of said stream having been received, and when a first command is received from a user.

25. (Appended) The storage medium for storing data according to claim 24, when a second command is received from the user, said object image information

file is read out by means of a pointer which  
corresponds to said identified object image data.